

T O W A R D

**VISIONZERO**



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## **SAFE STREETS BOULDER: TOWARD VISION ZERO SAFETY INITIATIVES**

TRANSPORTATION ADVISORY BOARD 7/10/17

# Toward Vision Zero

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- 2014 TMP added **Toward Vision Zero** safety objective
- City's ultimate goal is to strive toward zero serious injury and fatal collisions
- Safe Streets Boulder Report
- Highlight topic: Low-Stress Multimodal Network Plan



# Safe Streets Boulder Report - Vision Zero Action Plan

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**Education**



**Enforcement**



**Engineering**



**Evaluation**

# Safe Streets Boulder

*Engineering  
Education  
Enforcement  
Evaluation*



From 2009-2014, approximately  
**3,275 COLLISIONS** were reported to the Boulder  
Police Department each year

Collisions that resulted in a  
**SERIOUS INJURY** or **FATALITY** have been  
relatively flat at **2%** of total collisions in the past six years

## **BICYCLISTS & PEDESTRIANS**

are overrepresented in collisions that result in serious injuries or fatalities,  
**ONLY 8%** of all traffic collisions in the City of Boulder involve  
bicyclists or pedestrians.

They account for approximately **60%** of serious injuries and fatalities

**IMPAIRED PERSONS** are overrepresented, especially  
those involving bicyclists and  
pedestrians resulting in serious injuries or fatalities

Approximately **3%** of total collisions involve an impaired person

**12%** of serious injuries and **38%** of fatalities involve an  
impaired person

# Overall: Current & Upcoming Work

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- Continue implementation of Toward Vision Zero safety initiatives
- TVZ Community Partnership Committee
  - next meeting July 20<sup>th</sup>
    - On-going bi-monthly meetings
    - Distracted and impaired outreach strategy – also highlight topic for August TAB meeting





# Education

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- **Walk and Bike Month Events**
  - Focus on quality of events
  - B-360 – 500 participants
  - W-360 – 50 participants
  - Boulder Bike Show – 350 attendees + 70 bike entries
  - Baseline Underpass Celebration – 100 attendees
  - **Bike to Work Day**
    - 60 breakfast stations
    - 4322 registrants – increase of 17% from 2016 – estimated 8000 total participants
  - **Love to Ride Challenge**
    - 1,214 participants from 175 organizations
    - 142 new riders
    - 160,000 miles
- **BikeLife Magazine** – Summer issue released June 22<sup>nd</sup>
  - Mailed to 33,150 residences
  - 2000 distributed to bike shops, city facilities and events
- **Heads Up Campaign** – August





# Enforcement

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- Bi-monthly coordination with Transportation and Police Dept. – ongoing
- Tracking safety-related legislation
  - distracted driving – considering pre-emption analysis to determine if Boulder could uphold stronger ordinance
- TVZ/Safe Streets traffic officer staff briefings – Summer 2017





# Engineering

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- Conversion of left-turn signal heads to flashing yellow arrow and red arrow – in progress
- Installation of green markings – in progress
- Determine intersection improvements for Colorado and Regent through the Colorado and 30<sup>th</sup> Street Complete Streets Project – in progress
- Determine new photo red light implementation locations including Diagonal Highway at 47<sup>th</sup> Street – in progress







# Evaluation: Current & Upcoming Work

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- Working with Police and Information Services to improve accuracy of crash data received – **in progress**
- Close call monitoring to determine potential trends through community feedback – **ongoing**
- Continuous improvement – **prep for 2018**  
**Transportation Report on Progress and next update of Safe Streets Boulder Report**



# Low Stress Multimodal Network Plan

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■ **Project purpose:** *“To identify and plan for low traffic stress walking and cycling routes that provide a safe, comfortable and connected network for people of all ages and abilities.”*

■ **Interactive community engagement opportunities:**

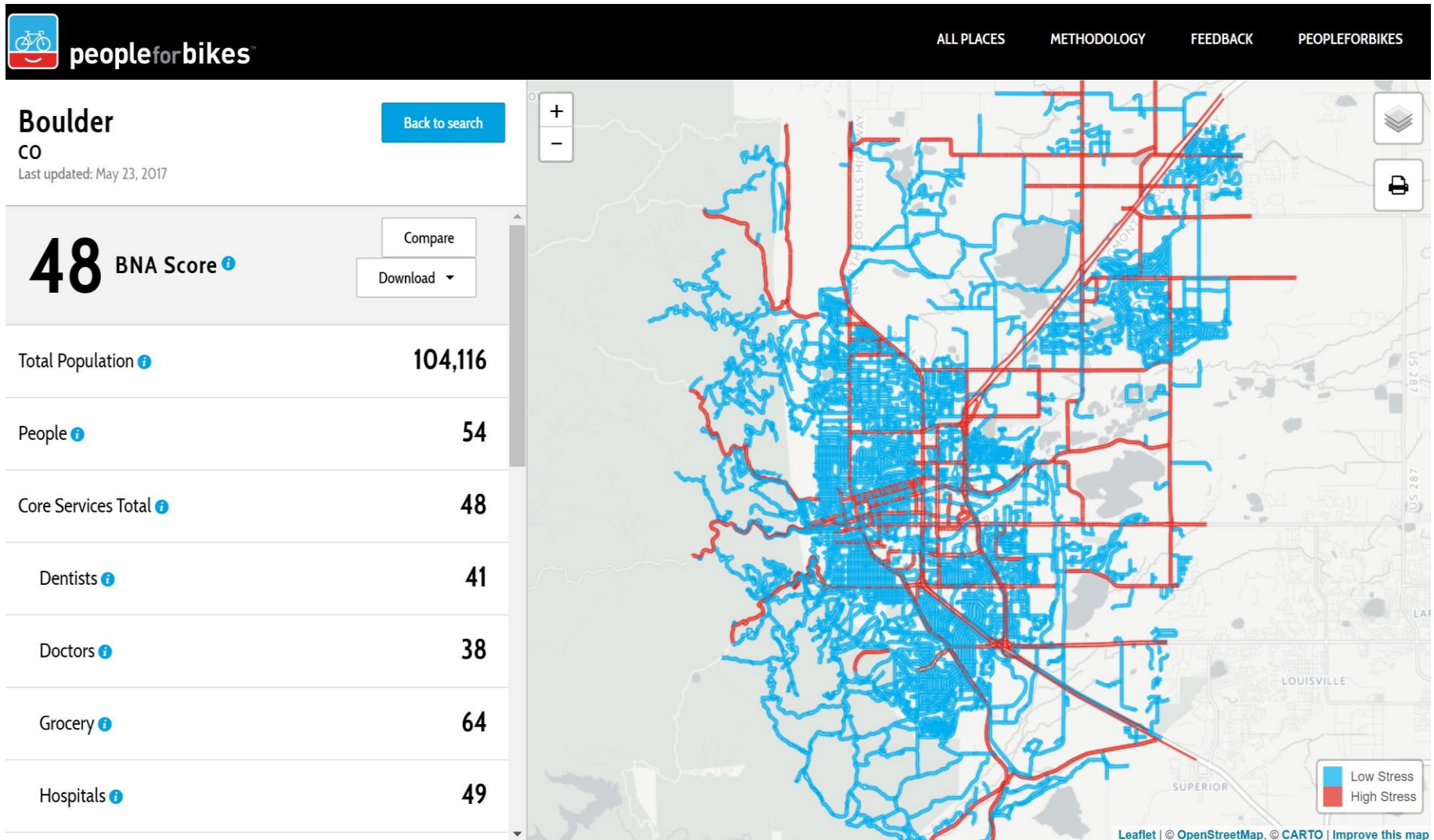
- Bikeway Network Analysis
- Ride Report mobile app
- Liberty Bell and Band
- Public meetings and walk and bike audits
- Safe Routes to School Program – TVZ grant
- Close call and collision data



# Open Street Map

The screenshot displays the OpenStreetMap web interface. At the top, the 'OpenStreetMap' logo is on the left, and navigation links for 'GPS Traces', 'User Diaries', 'Copyright', 'Help', and 'About' are in the center. On the right, there are 'Log In' and 'Sign Up' buttons. Below the logo, there are buttons for 'Edit', 'History', and 'Export'. A search bar with the placeholder 'Where am I?' and a 'Go' button is located on the left side of the map. The map itself shows a detailed view of Boulder, Colorado, with street names like 'Broadway' and 'Iris Avenue' visible. Various landmarks and parks are labeled, including 'Pine Brook Hill', 'Melody Park', 'Mountain View Cemetery', 'Valmont City Park', 'Fitzpatrick Park', and 'Unity Church Garden'. A scale bar in the bottom left corner indicates distances of 500 meters and 2000 feet. On the right side of the map, there is a 'Map Layers' panel with a close button. It lists four map styles: 'Standard', 'Cycle Map', 'Transport Map', and 'Humanitarian'. Below this, there is a section titled 'Enable overlays for troubleshooting the map' with three checkboxes: 'Map Notes', 'Map Data', and 'Public GPS Traces'. The 'Cycle Map' style is currently selected.

# People for Bikes – City Snapshot





# Bikeway Network Analysis

## How the BNA Score is calculated

### People

Sometimes you want to meet at a friend's house or visit your parents. It is important for bike networks to connect people to each other. Our People measure uses population data from the U.S. Census to determine how well you are connected by bike to the people around you.

### Opportunity

Jobs and education are critical to ensuring that everyone has opportunities to improve their situation. Our Opportunity measure uses job data from the U.S. Census along with locations of K-12 schools, vocational and technical colleges, and institutes of higher education to evaluate how easily you can access these opportunities by bike.

### Core Services

Core Services are destinations that serve critical needs such as food and health care. Our Core Services measure evaluates your access by bike to doctors, hospitals, and related medical services, along with groceries and social services.

### Shopping

Businesses rely on cities to connect people to them; people need to shop for goods and services. Our Shopping measure finds retail districts near you and scores your city based on how well it connects you to the retail destinations around you by bike.

### Recreation

Our Recreation measure describes how effectively your city connects people to places to get out and play. The score is based on your access to nearby parks and community centers by bike. In addition, we look for off-street bike paths and trails which offer opportunities for people of all experience levels to get out and feel the joy of riding a bike.

### Transit

Public transportation is an excellent way to include the bike on longer trips. Combining the bike and bus, subway, streetcar, light rail, or commuter rail is a win-win: you enjoy the benefits of active transportation while gaining access to a broader area of opportunities, goods, and services. Our Transit measure reflects how well your rail stations and major transit hubs connect to the people around them.


# Ride Report Mobile Application


**13,541 RIDES AND COUNTING**


This stress map shows the best and worst routes in Boulder according to *you*.

Download the free app for **iPhone** or **Android** and help us rate every block!

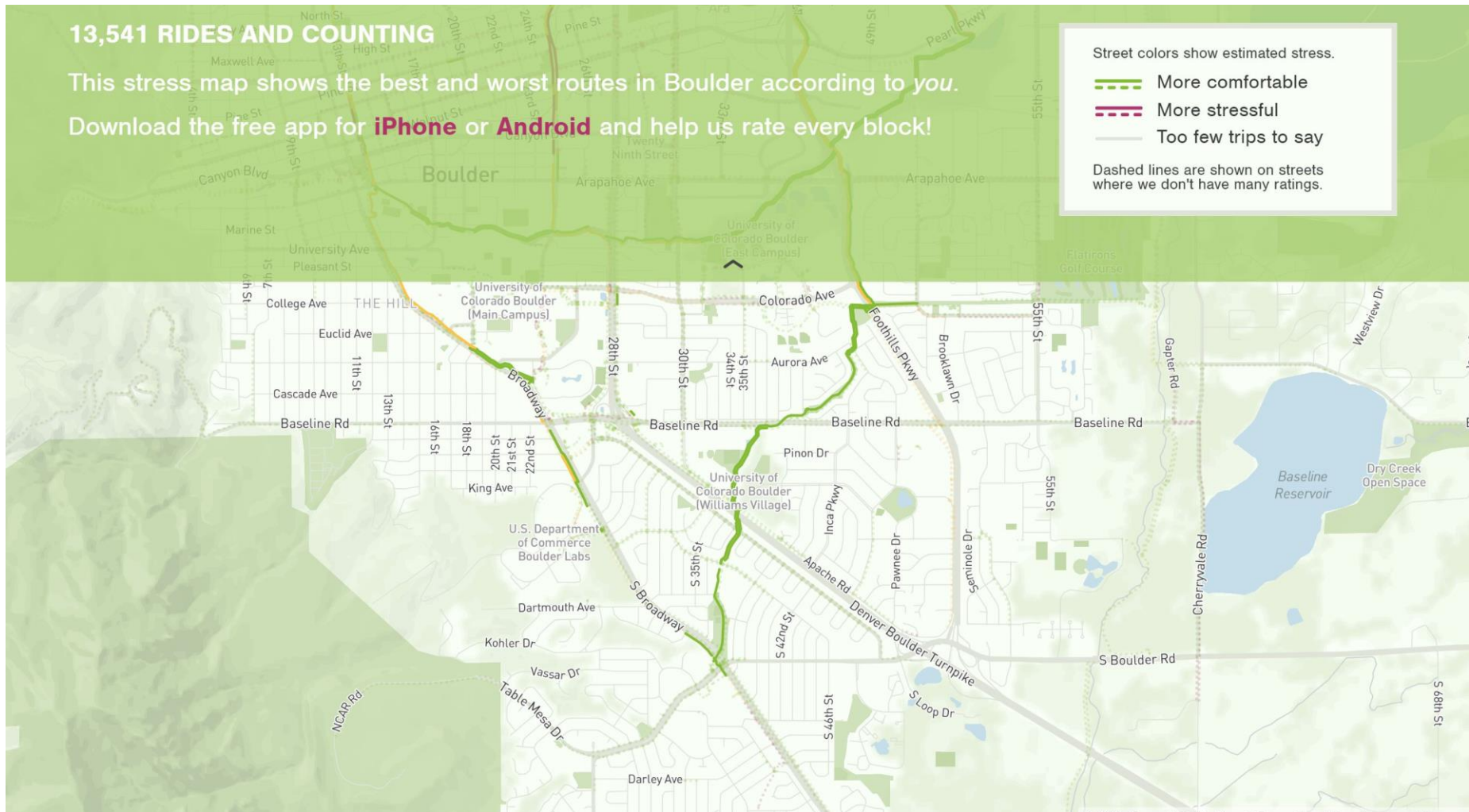
Street colors show estimated stress.

 More comfortable

 More stressful

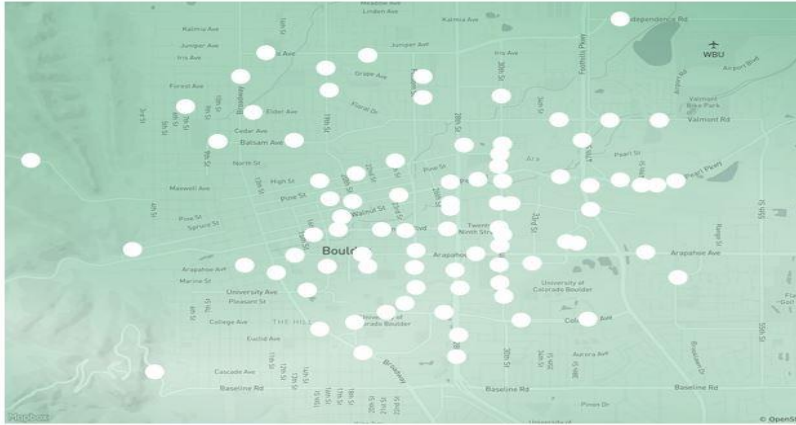
 Too few trips to say

Dashed lines are shown on streets where we don't have many ratings.



# Liberty Bell and Band

## Liberty Bell by Fluidedge Innovation



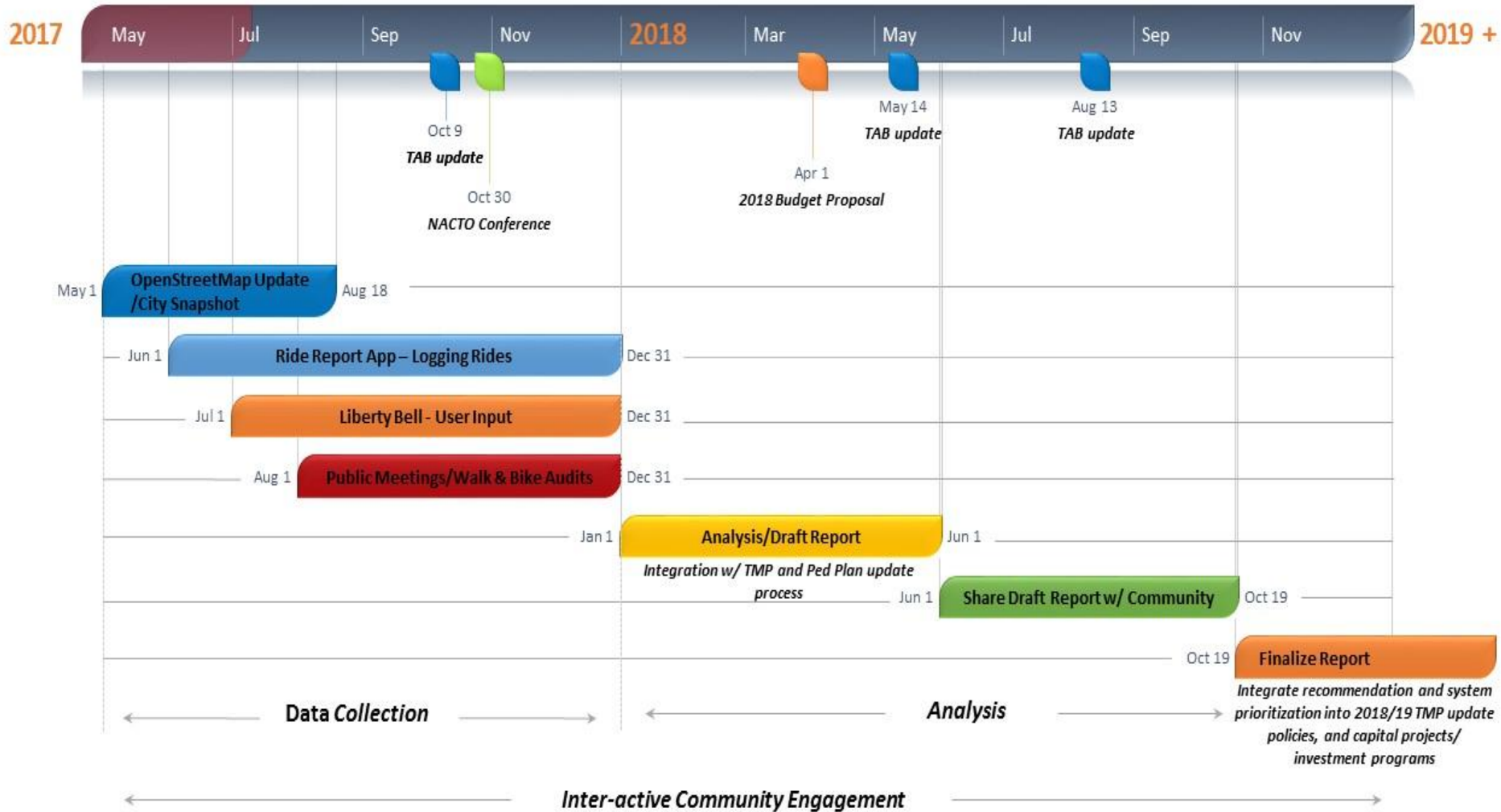
## Liberty Bell - a smart bluetooth bicycle bell, a field research tool

Inspired by Design Thinking, a methodology used in software design, the concept reflects the need to understand the experience people have as they bicycle and walk around our communities and in particular, the issues that make them feel safe or unsafe. This people-first street perspective can inform the planning, design, auditing and maintenance of safe bike lanes, bike routes and multi-use paths.

Understanding the issues that make people feel unsafe or be unsafe while bicycling and walking allows the city to address these issues. In doing so our communities become safer for everyone and this encourages people to continue to bicycle and walk. Our population enjoys improved health, experiences fewer injuries and embraces the environment in which they live.



# Low-Stress Multimodal Network Plan Process & Timeline





# Upcoming Topics for TAB

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- Distracted and impaired driving, bicycling, and walking outreach and potential approaches - August
- Pedestrian Plan Update – scope and timeline – August



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# Questions?



[BoulderSafeStreets.com](http://BoulderSafeStreets.com)



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## **BACK UP SLIDES**

TRANSPORTATION ADVISORY BOARD 2/13/17

# Lucky's North Driveway





# Lucky's North Driveway



# Lucky's South Driveway





# Basemar Shopping – west driveway



# HSIP Grant Projects

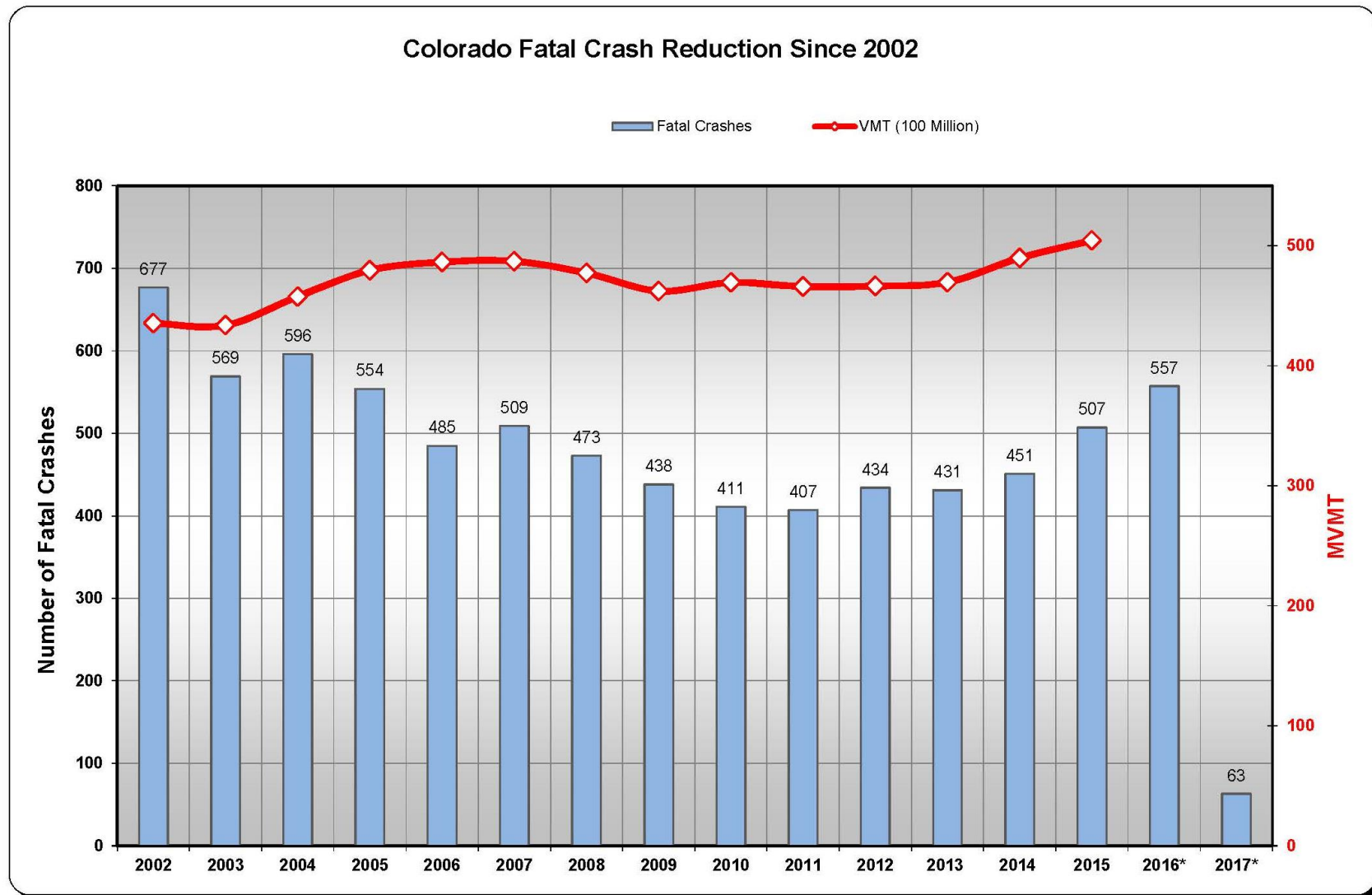
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- \$730,000 in Highway Safety Improvement Program Funds for intersection improvements at:
  - Colorado and Regent - \$319,500
  - Baseline and 29<sup>th</sup> - \$72,000
  - Broadway and Rayleigh - \$338,400





## Colorado Historical Fatal Crash Trends - Updated 3/6/2017



\* Note: Data is preliminary as of release of this Report!

Source of Data: Colorado DOT & "As Reported" to NHTSA by FARS